

ADVERTISING METHOD USING NETWORK

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Inventor: KIM JIN GYU (KR)

Applicant: KIM JIN GYU (KR)

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Abstract of KR20010089160

PURPOSE: An advertising method using a network is provided to offer an advertisement adapted to a user's interest. **CONSTITUTION:** The first step is to receive a message from a user(210). It is searched if there is a specific keyword in the message(220). At this time, the number of keywords may be a large number, thus one keyword out of the plurality of keywords may be searched in the message. It is detected if there is a word being identified with the specific keyword in the message(230). If there is not a word being identified with the specific keyword in the message, only the message is transmitted to the user(260). If there is a word being identified with the specific keyword in the message, an advertisement related to the keyword is searched(240). The message and the searched advertisement are transmitted to the user(250).

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